PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS/NOVEMBER 1988

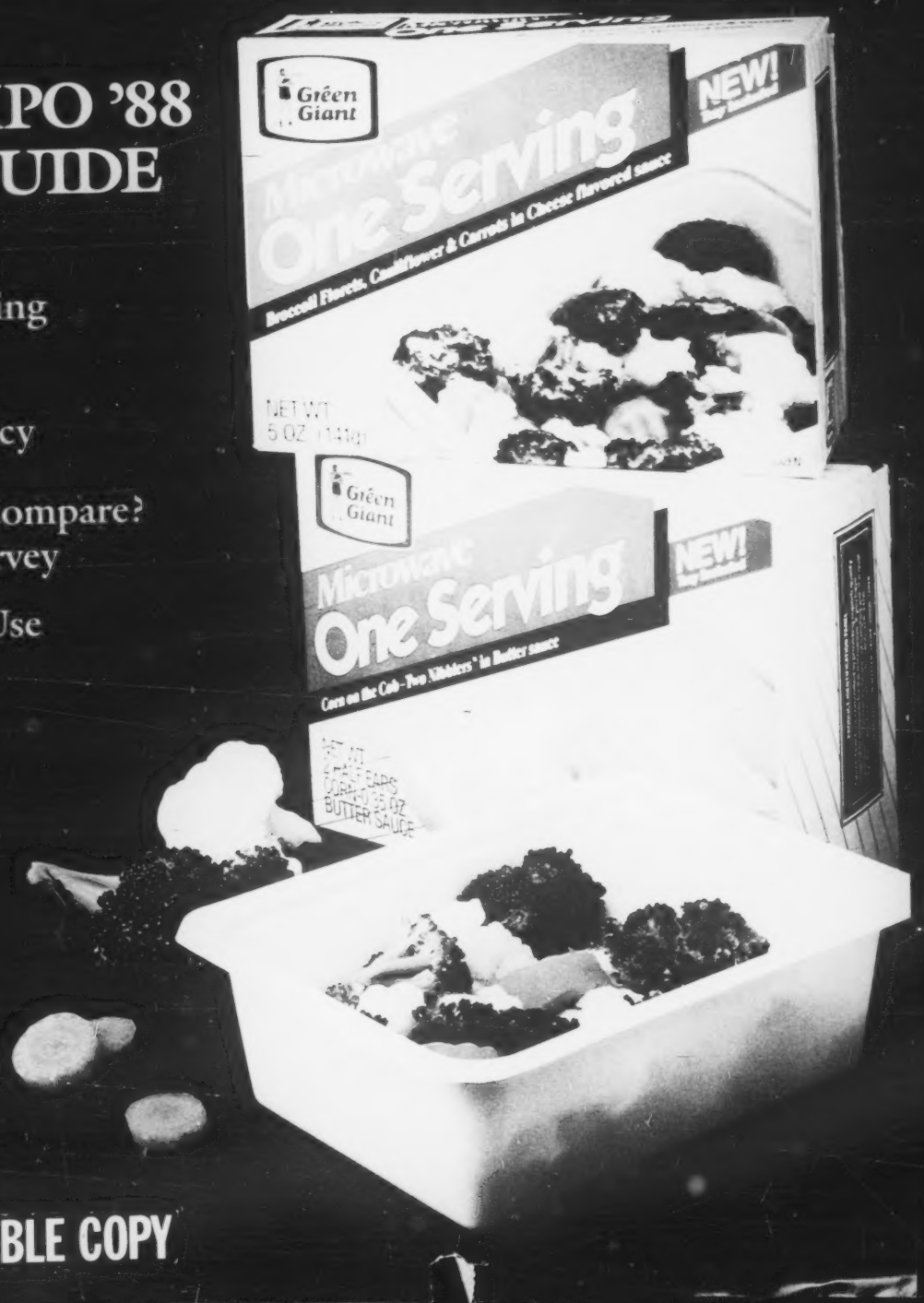
PACK EXPO '88 SHOW GUIDE

Special Report:
Accurate Labeling

Splitting Lines
Boosts Efficiency

How Do You Compare?
1988 Salary Survey

New Ways To Use
Rigid Plastics



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CONTENTS

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A CAHNERS PUBLICATION VOLUME 33 NUMBER 14

PACKAGING NEWS

Shelf-stable yogurt expands single-serve trend 8
Del Monte adds aseptic yogurt to its single-serve lunchbox snacks in aluminum cans

Prepared salads pop in composite container 14

Coke bottles fashion with coupon for free soft drink 15

Fruit pouches color instant oatmeal market 16

PACKAGING FEATURES

STATE OF THE ART

Rigid plastics respond to key markets 38
Innovative new packages enter the hot markets, spark "orange juice wars"

PACKAGING OPERATIONS

Plant of the Month: Split lines for peak output 46
Each segment runs independently but total performance rests on well-planned staging of orders

Fresher cookies need less labor on new line 64
The Kroger grocery chain has achieved a 70% labor reduction and greater product quality

Twin pallet system wins blue ribbon 77
Pabst Brewing eliminates shipping damage and $100,000 of dunnage costs for cased beer

SPECIAL REPORTS

1988 Salary Survey focuses on packaging functions 56
The average packaging professional makes $49,000, but feels neglected by management

Pack Expo '88 Show Guide 91
Here are some last-minute details to help you make the most of this major industry event

MARKETING

Processor innovates with vacuum tray 70
Crawfish exporter sets new standard for cleanliness and creavitity

SPECIAL INSERT

Labeling: Achieving accurate placement 121
Manufacturers discuss the advances made and the problems still facing customer demands

PACKAGING TECHNOLOGY

Strong corrugated resists fire at half the price 149
It withstands 15 minutes of direct flames and has improved physical properties as well

Automatic heat-sealer doubles output, cuts labor costs 60% 172

New package expected to give 300% growth to souvenir company 189

Stonger adhesive stops cases from "popping" open 190

DEPARTMENTS

EDITORIAL	3	PEOPLE	30	ADVERTISERS INDEX	233
CALENDAR	22	RECYCLING NEWS	33	WRAP UP	234
ASSOCIATION NEWS	26	CLASSIFIED	191	READER SERVICE CARD	235

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PACKAGING NEWS

Mobil's OPP Film Capacity Boosted 20% By Plant Expansions

Added capacity at two plants will total 30 million pounds

Mobil Chemical Co. has announced two plant expansions that will increase the firm's oriented polypropylene (OPP) film capacity by 20 per cent in North America. A just-completed expansion at Stratford, Conn. and the one getting underway at Belleville, Ont. will provide 30 million pounds of extra capacity annually.

The firm recently added a fifth OPP manufacturing line at Virton, Belgium, and is now constructing a new line at its plant in Brindisi, Italy. Mobil's worldwide OPP capacity will total over 280 million pounds per year at the completion of the current expansion program.

Refrigerated Meals Focus of CAP '88

Presentations deal with total industry effort

The challenge of supplying freshly-made entrees, dinners and salads to American consumers will be the focus of presentations at CAP '88, the 4th International Conference on Controlled/Modified Atmosphere/Vacuum Packaging. The event is scheduled for Dec. 1-2, 1988, at the Harrison Conference Center in Glen Cove, NY.

The crux of the papers to be given, according to conference sponsor Schotland Business Research, is that progress in the refrigerated meals category will call for a total distribution, processing and marketing effort. Among the speakers will be Dr. Nabil El-Hag, vice president of technical R&D at Culinova Group. For more information on the conference, circle Reader Service No. **425**.

Canned Food Sales Up For Third Straight Year In 1987

Meat, specialty foods lead with 7.3% gain

Sales for all categories of canned food rose for the third year in a row in 1987, according to the Canned Food Information Council.

Although canned fruits posted a healthy 7.4 per cent sales gain in 1987, the canned meat and specialty food category was up over 7.3 per cent, credited to the success of ethnic dishes. In addition, canned food manufacturers introduced more than 120 new items in the category in 1987, mainly through line extensions.

Paperboard Sales To Exceed $26 Billion By 1992, Says Study

But U.S. corrugated and paperboard box industry will face stiff challenges

Intense competition from other containers, high raw materials prices, and advances in printing technology will all have an impact on the corrugated and paperboard box industry in the U.S. However, with sustained moderate growth, sales will exceed $26 billion in 1992. These are among the conclusions in a recently released business research report from The Freedonia Group.

According to the study, corrugated and solid fiber boxes will continue to be the mainstay of the box industry, accounting for 73 per cent of shipments in 1992, or 328 billion square feet, as compared to 298 billion square feet in 1987. Growth will be led by developments in coatings, laminations, adhesives and inks. Graphics innovations will allow corrugated and solid fiber boxes to continue to evolve from shipping containers to effective marketing tools at the point of purchase.

Folding paperboard box shipments will reach 3.3 million tons, experiencing slightly faster growth due to improvements in packaging design, including graphics, coatings and tamper resistance. Above-average growth is expected in fast and convenience food packaging, and set-up paperboard boxes will continue an impressive recovery.

The 76-page report on corrugated and paperboard boxes, is available for $800 from The Freedonia Group, Inc. For more information circle Reader Service No. **413**.

U.S. CORRUGATED AND PAPERBOARD BOX SALES
(million dollars)

Item	1987	1992	2000	% Annual Growth 1987-1992
Corrugated & Paperboard Box Sales	20002	26400	41700	5.7
Northeast	4745	6200	9275	5.5
North Central	6079	7750	11700	5.0
South	5885	7900	12950	6.1
West	3293	4550	7775	6.7

Source: The Freedonia Group, Inc.

Battelle To Offer Microwave Package Software Program

Multiclient program will speed design process

A software program for use in designing microwave food packages will be developed by Battelle in a newly offered multiclient program. Called Micropak, the program will operate on IBM XT, AT and compatible computers.

A computer-assisted analysis technique will aid designers in understanding the effects of alternative packaging designs, materials, food formulations and placements, and specific temperature-control devices such as susceptors and shielding.

"To assure that the program meets the needs of participating companies, all clients will be asked to offer their suggestions as to the foods and packaging materials of greatest interest. These . . . will serve as the basis for developing the Micropak software," said Dr. William McComis of Battelle. For more information, circle Reader Service No. **423**.

Huntsman Announces Thailand Joint Venture

Other Eastern-Rim projects to follow

Huntsman Chemical Corp. has announced approval by the Thailand Board of Investment, a division of the Ministry of Industry, to proceed with Mitsubishi Corp. and a private firm in Thailand named TOA on a polystyrene joint venture.

The new venture will build a 25,000-metric ton (50-million pound) polystyrene facility in Map Ta Phut, Thailand. This facility will manufacture crystal and impact grades, and is expected to be operational by the fourth quarter of 1990.

"Our participation in this project fulfills, in part, our effort to supply our customers' product on a global basis," says Jon M. Huntsman, Jr., director of international business. "Other Eastern-Rim projects include focus in China, India and a plant expansion in Taiwan," he added.

RECYCLING NEWS

'Raiders' Search For Usable Trash At Midnight

Moonlighters collect it, store it, sell it

"We call ourselves night raiders," says 25-year-old John Stratz, program director for National Container Recovery, Chicago. "We try to go to companies and tell them we want to do something for them. But they turn their back. So we go through the alleys and we pick up stuff during the night."

The "stuff" that Stratz and his staff of four remove from dumpsters all around town consists of just about anything that's recyclable.

Items loaded into his company's two aged trucks include used containers made of glass, plastic, paperboard—"anything that can be defined as a package," says Stratz. It all goes to a warehouse for storage until buyers can be found. And Stratz says he has found buyers for almost everything.

Truck loaded, John Stratz of National Container Recovery prepares for a trip to his warehouse, where the materials will be stored until buyers can be found.

For example, expanded-polystyrene beverage cups, which no one else seems to know what to do with, are taken in by Stratz's raiders and shredded for sale to companies that use the material as cushioning.

Stratz says he hasn't collected anything yet that he's had to throw away. Enough is collected and sold that his company is breaking even in its first year. "We can pay for the gas in the truck and the employees," he says.

"I didn't go into it for profit," he says. "Everyone else is worried about their profit. But there's no need for that. There's a need to get this stuff out of the waste stream right now." He goes on, "We want to get people to realize that there might be some market for it."

National Container Recovery provides participating companies with containers for recyclables and collects the materials free of charge. Even so, says Stratz, "A lot of companies didn't accept us at the beginning. I don't know why. It just bewilders me." Participating companies have allowed Stratz to involve employees to the extent that they bring recyclable materials from home for pickup by National Container Recovery trucks.

Everyone who works at National Container Recovery is employed full-time elsewhere. The team meets at midnight to begin its runs. "We finish about five in the morning," Stratz says.

Glass Group Offers Curbside Guide

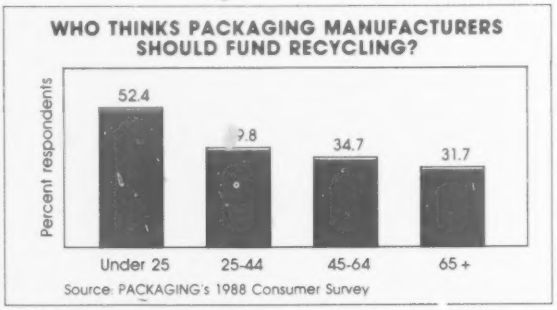
Booklet examines cost/benefit factors

A study released recently by the Glass Packaging Institute details the economics of curbside collection. "Comprehensive Curbside Recycling: Collection Costs and How to Control Them" exami the expenditure-revenue f ors involved in such programs.

Prepared by Resource Conservation Consultants, an Oregon-based environmental consulting firm, the study looks at curbside programs already in place in the United States. It also provides worksheets for use by local governments in estimating costs and benefits of new recycling programs.

Says Lewis D. Andrews, Jr., GPI president, "Although each jurisdiction is unique, there are elements common to all curbside collection programs."

To obtain a copy of the report, write the Glass Packaging Institute, 1801 K St., Suite 1105-L, Washington, D.C. 20006.



Consumers Differ On Program Funding

Half under 25 want package makers to pay

The percentage of consumers who say they feel manufacturers of packaging materials should pay for recycling differs by age group in a recent survey.

PACKAGING magazine asked consumers "Who should fund recycling programs?" and gave them the following choices: governments, manufacturers of packaging materials, manufacturers of products packaged in those materials or private trash-collection agencies. The highest percentage of consumers responding to the survey said packaging manufacturers should pay.

More than 52 per cent of consumers under age 25—the highest share of any age group—said they favored that source of funding. Only 31.7 per cent of consumers age 65 and up said they favored funding by manufacturers of packaging materials.

A full report appeared in our June issue.

State Hits Aluminum Recycling Target Early

Rate of can return in California exceeds goal

The recycling rate for aluminum cans has reached 67 per cent in California, according to a state Department of Conservation report released recently. In doing so, aluminum cans have become the first beverage container type to surpass the state target of 65 per cent, which as established less than a year ago.

If the current rate is maintained, as the DOC report predicts it will be, aluminum cans will avoid an increase in the state-mandated redemption fee. But Richard Pedranti, president of the Aluminum Can Recycling Association of California, says his nonprofit group of aluminum and can manufacturing companies has a larger goal. "It is certainly our ultimate objective to reach 100 per cent recycling."

1988 SALARY SURVEY FOCUSES ON PACKAGING FUNCTIONS

The average packaging professional makes nearly $49,000, but feels neglected by corporate management

Robin Ashton, [illegible]

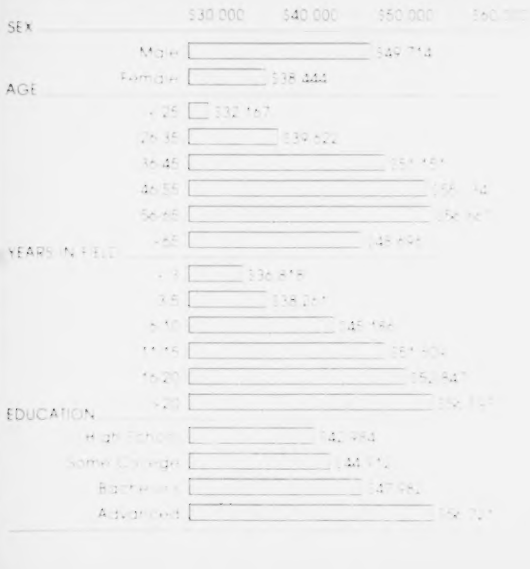
Packaging professionals appear to be pretty well paid, but that doesn't mean they are happy. Nearly half say they're underpaid. Or perhaps greater importance, many feel they do not receive the recognition they merit for their efforts.

These are among the findings in the latest Packaging Digest Salary Survey. In addition to corporate demographic and compensation information, the survey also probes how the professionals' opinions on a wide variety of industry issues, including packaging recycling, labeling, marketing and federal regulations.

A change in the survey's base makes a comparison to company figures from this year's survey with last nearly impossible. In past years, surveys were mailed to a cross-section of Packaging Digest circulation list. This year, the mailing focused on those involved in packaging functions. Questionnaires were sent to 2,000 regular members of the Packaging Institute International and SPPE, the Society of Packaging Professionals.

For example, average salary for the total base was $48,577 this year, compared to $41,179 last year. It seems unlikely that

THE BOTTOM LINE: WHO MAKES HOW MUCH BY SEX, AGE, EXPERIENCE & EDUCATION



THE BOTTOM LINE: WHO MAKES HOW MUCH BY TITLE, DEPARTMENT & INDUSTRY

The average woman makes 77 percent as much as a man

those responding received a 10 percent raise during a year of relatively low inflation.

Rough comparisons do show a great deal of consistency, however.

For example, those based in the West continue to command the highest salaries, followed by professionals working in the Northeast, the South and the North Central region. Average salary in the West was $51,791 per year, compared with $45,233 in the North Central region, a differential of nearly 15 per cent.

The industry in which a packaging professional is plying his trade also has an effect on compensation.

Those employed by companies manufacturing cosmetics and toiletries average $53,870 a year, while those packaging engineering or scientific products receive only $46,812 annually.

Other high-ranking industry groups include food, consumer soft goods and drugs and pharmaceuticals.

Analyzed in this fashion, salaries appear to be tied in part to the importance of packaging from a marketing standpoint.

Women's salaries lag

Substantial differentials continue to be tied to sex. The average male respondent to the survey earns $49,714 per annum, the average female, $38,444. Women make 77.3 percent of the average man's salary. This is exactly the differential reported in the 1987 survey.

The sex differential is tied to a number of factors. Women are less likely to work in positions with management responsibility. Only 3.9 percent of respondents identifying themselves as "primarily a manager" are women. Only one of the women responding is a vice president of packaging; only five carry a director of packaging title.

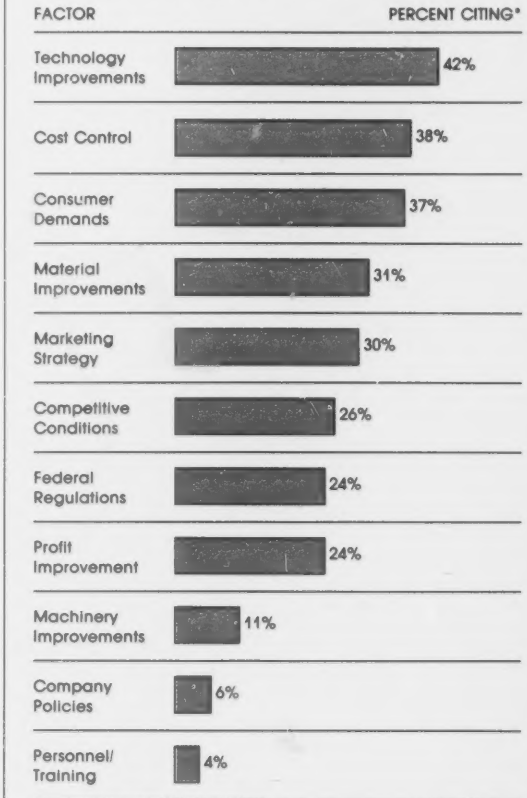
Women are more likely to be employed as buyers, technologists or packaging/proj-

THE AVERAGE PACKAGING PROFESSIONAL

Sex	Male (86%)
Age	42
Region	North Central (34.8%)
Education	Bachelor's Degree (57.1%)
Years In Packaging	14.4 Years
Years In Present Job	8.2 Years
Department	Engineering (23.9%) Packaging Design (23.4%)
Title	Packaging/Project Engineer (24.3%) Manager of Packaging (22.1%)
No. Of People Supervising	13
Percent Of Time In Packaging Activities	75%
Average Travel Days Per Month	3.5

TECHNOLOGY, COSTS AND CONSUMERS DRIVE CHANGE

The rapid change in technology and materials, and the cost of implementing these new developments are cited as the leading factors driving change in the packaging industry.



*Respondents asked to cite three.

ect engineers.

On average, women also have less experience in the field than men. The average male respondent has been in packaging for 8.6 years, the average female only 3.9 years.

Getting no respect

Despite an average salary approaching $50,000 a year, nearly half of the sample, 49 percent, feel underpaid.

This dissatisfaction appears to be tied to more than just salaries. A significant number of respondents answering an open-ended opinion question groused about the lack of management support or appreciation for the packaging function.

"The packaging industry is like Rodney Dangerfield," says one respondent. "It gets no respect."

A number of factors are cited that contribute to this perception. The ever-present passion for cost control is mentioned by many.

Many also believe this attitude hurts rather than helps company profits.

But while many grouse, a few see improvement in the perception of packaging's role within the corporate structure.

"The most important change in the industry has been a shift from viewing packaging as a commodity to a value-added approach," says a respondent. "Packaging is not a necessary evil, but a marketing and quality asset." ■

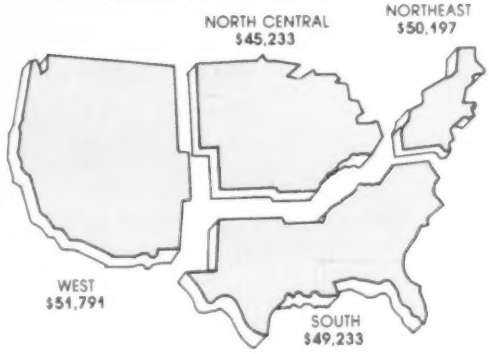
PLEASE RATE THIS ARTICLE

How would you rate this article? To reply, circle the appropriate number on the reader service card: Outstanding 436; Above Average 437; Average 438; Below Average 439

ROBIN ASHTON
Editor in Chief

Packaging professionals clearly feel underappreciated, in spite of being well paid compared to most Americans. They also have a keen sense of their social responsibility in regards to waste creation. Undoubtedly, many will play a key role in solving the waste problem.

WHO MAKES HOW MUCH BY REGION

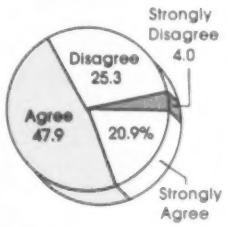


As in past surveys, packaging professionals in the West lead the pack in remuneration, while those in North Central region trail by a substantial amount.

ABOUT THE SURVEY

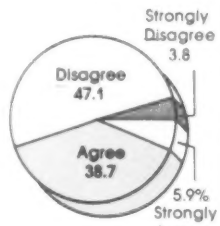
This year's Salary Survey was changed to focus more precisely on those in packaging-specific job functions. Past surveys were mailed to a cross-section of PACKAGING readers. This year, the survey was mailed to 4,000 regular members of PI I and SPHE. The change had several effects, including a significant increase in response rate. Forms were returned by 983 people, for a response rate of nearly 25 per cent.

IS JOB EXPERIENCE MORE IMPORTANT THAN FORMAL PACKAGING EDUCATION?



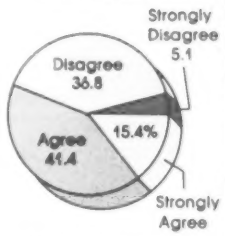
A formal packaging education may be well and good, but a strong majority of practicing professionals believe on-the-job training is more important.

MOST IMPORTANT NEW TECHNOLOGY DEVELOPS IN EUROPE, NOT U.S.



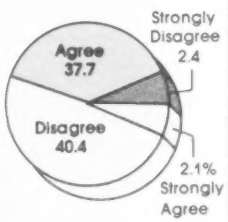
Those who believe the U.S. still leads Europe in the development of new packaging technology just slightly outnumber those who don't, 50 percent to 45 percent.

ARE MANAGEMENT SKILLS BECOMING MORE IMPORTANT THAN PACKAGING EXPERTISE?



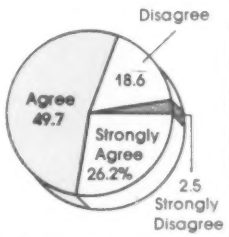
A majority of packaging professionals agree management skills have become more important than packaging expertise in doing their jobs.

CONTROLLED—ATMOSPHERE PACKAGING IS NOT YET A VIABLE TECHNOLOGY IN U.S.



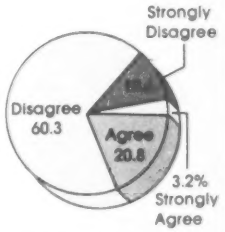
As a group, the sample is about evenly split on the viability of controlled or modified packaging. Food company employees are slightly less sure.

RECYCLING PROBLEMS ADVERSELY AFFECT PLASTIC CONTAINER'S FUTURE



Packaging professionals are keenly aware of the problems of plastic recycling. Nearly 8 in 10 believe such problems will limit the plastic container's future.

GOVERNMENT & INDUSTRY HAVEN'T DONE ENOUGH TO PREVENT TAMPERING



A strong majority, more than 7 in 10, believe federal agencies and industry groups have done enough to keep the consumer safe from product tampering.